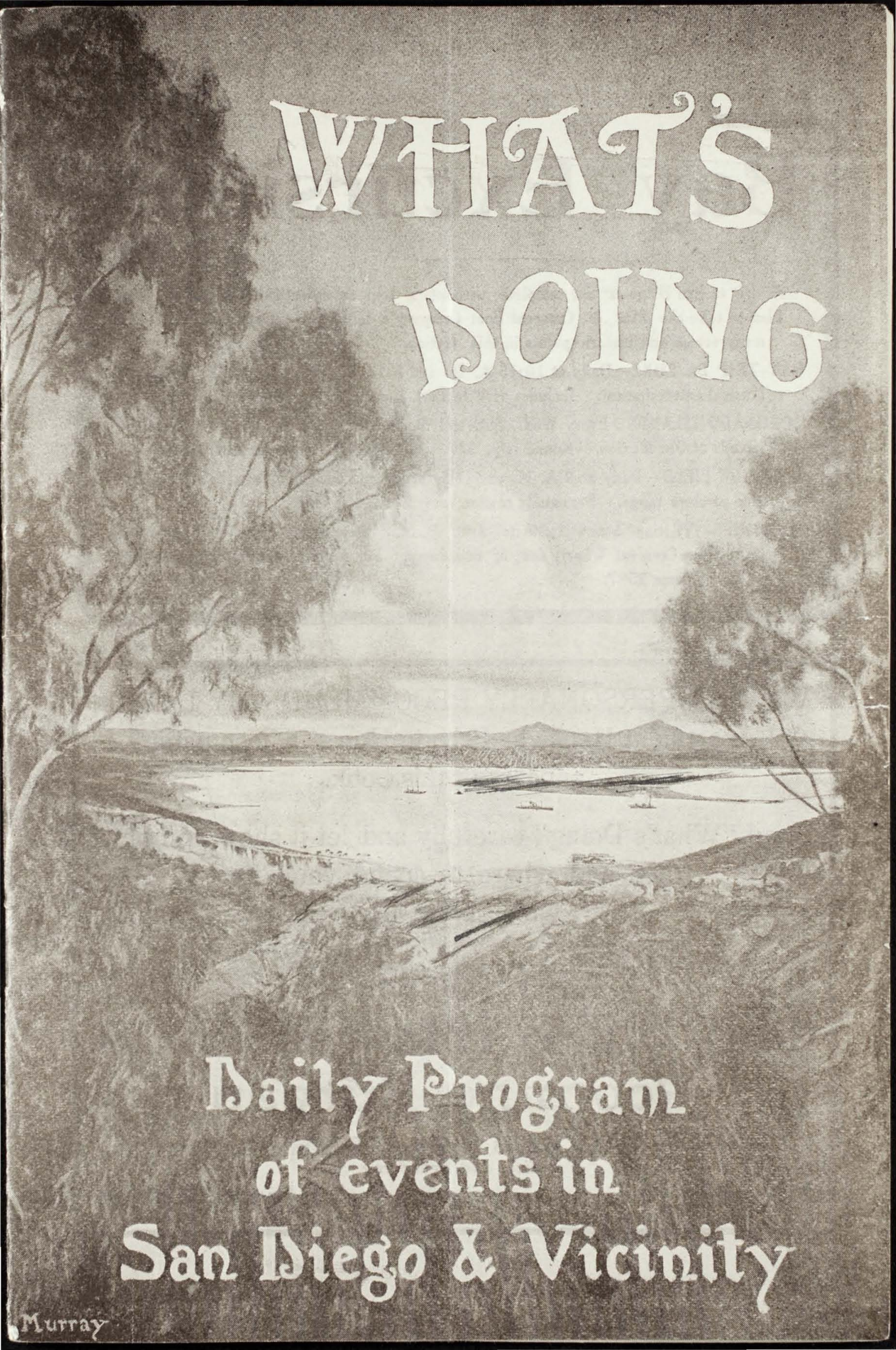


WHAT'S DOING



Daily Program
of events in
San Diego & Vicinity

Bay Excursions

A visit to San Diego is not complete without a trip on beautiful San Diego Bay. Plan to take the Star & Crescent Boat Company's delightful outings, and visit the many scenic and historic points in this section.

BAY TRIP DE LUXE—Daily at 10:15 A. M. and 2:15 P. M. Personally conducted. Musical entertainment. Includes visit to Fort Rosencrans. Round trip, 50c.

CORONADO ISLANDS—Every Wed., Sat. and Sunday at 9 A. M. to these quaint old islands of Old Mexico. Round trip, \$1. Including glass bottom boat \$1.25.

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WARSHIPS—Visiting hours 1:00 to 4:00 P. M. Round trip 25c. All excursions leave from Crescent Wharf, foot of Broadway. For further particulars phone Main 1100 or Home 2597.

WE CAN PERSONALLY RECOMMEND ANY HOTEL, Apartment House or Private Home, whose name appears in this book.

Read "What's Doing" carefully and let it show you how, when and where to spend your time while in the city.

San Diego Information & Rooming Bureau

714 Central Mortgage Building
First and Broadway

Main 384

San Diego, California

SEPTEMBER 24-30, 1916

WHAT'S DOING

WHEN WHERE

Published by **SAN DIEGO INFORMATION AND ROOMING BUREAU** 1st & Broadway
714 Central Mortgage Building Telephone, Main 384

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What's Doing is published every Saturday, giving a daily program of events in San Diego and vicinity, including the Exposition, theatres, churches, concerts, lectures, clubs, lodges and sports. It also gives a detailed account of all sight-seeing trips and points of interest in the city and county.

The book may be obtained at the Chamber of Commerce, the Cabrillo Commercial Club, Plaza Information Bureau, City Ticket Office, Marston's Store, any of the leading hotels and apartment houses, and at the cafes and cafeterias.

All notices must be delivered at our office by 5 p. m. of each Wednesday, in order that they may appear in the program for the following week.

SAN DIEGO APARTMENT HOUSES

Balmoral Apartments Second and Ivy Sts.	First-class apartments, single and double. Walking distance to Exposition and business section. Good location. Reasonable rates. Car No. 6 to Ivy George Husband, Prop and Mgr.
Crest Apartments Cor. 5th and University	Only 10 min. walk to expo. Rates, single apts. \$15 to \$20; dbl. apts. \$21 to \$30. Special rates by day or week. Groceries, restaurant and delicatessen across street. Everything modern. Garage free.
De Luxe Apartments 2230 Albatross Street	Fine Marine View. Most attractive Apartments for the most reasonable rates. Modern, First-class location. Car No. 6 to Ivy. Mrs. Evans, Mgr.
Florette Apartments Cor. Front and Hawthorne	Marine view. New, modern, walking distance to business center and Exposition. Rates \$1 per day; \$5 per week. Mrs. Watts, Mgr. Main 4315
Greylock Hall Apartm'ts 2150 First Street	Bright, sunny double apartments at very reasonable rates. Car No. 6 to Ivy street.
Goldfinch Apartments 3970 Goldfinch Street	2 rm. apts. including real kitchen, large dressing rm. and bath. Rates reasonable by wk. or mo. Mission Hills. Car No. 4 to Goldfinch. Phone, Hillcrest 1983.
The Idaline Apartments Corner Third and Spruce	3-room corner apartments. Hot water; \$1 per day for two, 50c extra for each additional bed. Garage. Mrs. Dixon & Son, Mgrs. Hillcrest 809
Marine View Apartm'nts 2100 First Street	Modern in every respect. Splendid location. Car No. 6 to Hawthorne. Mrs. Hattie H. Johnson, Prop.
Orcutt Apartments 355 21st Street	Single and double apartments, modern in every respect. Rates by day, week or month; one block from No. 5 and No. 6 car lines. Marine view. Main 2895
Parker Apartments Front and Ivy Sts. Main 5180	Choice Residential Section. Rates by the day, week or month. Modern, First-Class Apartments. Single and double. Car No. 6 to Ivy Street.
Pickford Apartments 1117 13th Street	Modern corner apartments. Rates, per month, single apts, \$18. Double apts., \$20 to \$24. Special rates by day and week. Walking distance to business section. Car No. 2 to 13th Street. S. D. Ayers, Mgr.
Virginia Apartments University Ave Between 5th and 6th Sts.	Single Apartments with private bath, \$15 to \$20 per month. Attractive lobby and sun parlor. Phone Hillcrest 1684.
Costa Vista Apartments 1615 Third Street	Completely equipped with all the modern features that make for comfort and home atmosphere. Private baths. Private direct phones. Steam heat. Close-in, first-class Apts., 5 blocks north of Broadway. No. 4 or 5 car. Main 5898. Single apts, \$22.50 and up.

Bay View Delicatessen Cafeteria and Grocery, 2043 First Street

SAN DIEGO HOTELS

NEW HOTEL ALBANY Union and E Streets	Free Bus meets all trains and boats. Steam-heat, Hot and Cold Water, Ground Floor Lobby. Restaurant in connection. Rates 75c and up. Home 3159, Main 5736. Frederic Wilson, Mgr.
NEW PALACE HOTEL 5th and Elm Streets	A High-Class Tourist and Family Hotel. Reasonable rates. W. A. Laidlaw, Prop. Ed. Allen, Manager.
HOTEL GREEN 1063 Second St.	New, Modern, centrally located. Special rates to permanent guests. Take taxi at depot or docks at our expense. Rates 75c to \$2. E. Kemp, Proprietor. Main 3920.
HOTEL CHURCHILL 9th and C Streets	Absolutely fireproof. Where every essential required by the traveler is offered. Safety, Convenience, Comfort, Homeness and Quiet. George L. Mayne, Mgr. Main, 5880; Home, 1335.
HOTEL SANDFORD 5th Street at A	A New and Modern Hotel. American plan, where the aim is to serve a little better at a little less. The dining room is under my personal supervision. Rates, \$2.50 upward. Special rates by the week. Charles C. White, Manager.

BOARDING HOUSES

FAIRVIEW 540 E. Laurel	Rooms with private bath and sleeping porches, at entrance to exposition. Car No. 1 to Laurel Street. Main 3689.
MRS. A. L. DOYLE 2639 Fifth St.	"A Comfortable Home-like Place," 1 1-2 blocks from Laurel Street entrance to exposition. Main 5241. Car No. 1 to Nutmeg Street.
PARK COURT 2340 6th St.	Single rooms and suits with private baths. Opposite Balboa Park, 1 1-2 blocks from entrance to exposition. Car No. 1 to Kalmia. Main 3344.
2372 FIRST STREET Cor. Kalmia St.	Splendid location, good home-cooking. Car No. 6 to Kalmia. Main 6913.
1854 THIRD STREET Near Fir St.	Within easy walking distance, Reasonable rates. Car No. 4 to Fir Street. Main 4765.
2969 FIFTH ST.	Miss E. M. Lovejoy's Private Boarding House. Both phones.
3968 Georgia St.	Room and Board \$30 per month. Good home for right party. Piano and Garage. Car No. 1 to Lincoln.

FURNISHED ROOMS IN PRIVATE HOMES

	Car	Street	Phone
929 26th Street.—	Rooms and Suites with Porch.	No. 2 to 25th	Main 3941
1452 6th Street.—	Rooms with use of Kitchen.	No. 1 to Beech	Main 6304
2061 Front Street.—	Sunny Rooms—Marine view.	No. 6 to Hawthorne	Main 6567
2468 First Street.—	Large Rooms—Attractive grounds.	No. 6 to Laurel	Home 2256
437 East Kalmia.—	Sunny rooms, 1 block from Expo	No. 1 to Kalmia	Main 6673-J
3852 Fourth Street.—	Single rooms. Housekeeping Rooms and Sun Porch.	Hillcrest 1154-W	
3230 Fifth Street.—	Airy rooms. Sleeping porch. Garage, delicatessen and table board within block.	Hillcrest 1829	

Pickwick Theatre



Monday to Thursday—Sept. 25-26-27-28
DAVID FARNUM in "PARSON OF PANAMINT"

Friday to Sunday—Sept. 29, 30, Oct. 1
MAE MURRAY in "BIG SISTER"
Climbing the Austrian Alps 10c—20c—30c

ALL WEEK EVENTS

STEREOPTICON VIEWS—LECTURES—MOTION PICTURES

SOUTHERN COUNTIES BUILDING

- 10:30 A. M.—"Big Ranches of Southern California and What They Grow," by Wayne H. Compton.
11:15 A. M.—"San Diego City and County," by Victor B. Westfall.
2:00 P. M.—"Fruits of Southern California," by Victor B. Westfall.
2:45 P. M.—"Varied Industries and Beautiful Cities of Southern California," by Wayne H. Compton.

ALAMEDA COUNTY BUILDING.

- 2:45 P. M.—"Burbank Creations and the Resources of Alameda County," by J. F. Galligher—D. Callaghan.

UTAH BUILDING.

- 3:00 P. M.—"Resources of Utah," by E. W. Bowling. The lectures are illustrated by means of the Relief Map on display in the building.

MONTANA BUILDING.

- 2:30 P. M.—Tuesdays and Fridays—Stereopticon Views of Glacier National Park.

KERN AND TULARE BUILDING.

- 11:00 A. M.—"Winning a Peach." Motion Pictures.
2:00 P. M. and 4 P. M.—Lecture and Motion Pictures. "Individual Resources of Kern and Tulare Counties," by E. E. Pyle and J. J. Goad.

NEW MEXICO BUILDING.

Hours of Lectures—11 A. M., 11:30 A. M., 3 P. M., 3:30 P. M., 4 P. M.
Some of the lectures for this week, by Ernest G. Dudley of the U. S. Forest Service, "The Conservation of Our National Resources," illustrated; "The Elephant Butte Dam, El Paso and the Messila Valley;" "The Farms in Torrance County, New Mexico;" "The Pecos Valley;" "The Problems of the Forester;" "Forestry in the United States," illustrated; "Informal Talks on the Ancient City of Santa Fe;" "Upper Rio Grande Valley;" "Socorro County, New Mexico;" "The Mission Churches in New Mexico."

The Joy Street of the Exposition

WEST SIDE.

Ice Skating Rink.
Clothes Pin Pitch Game.
Kelly Game.
Imperial Art Gallery.
Expo. Motor Chair & Auto Trailer.
Mme. Ellis and "Captain."
Dancing Pavilion.
Doll House.
Hawaiian Village.
Race Horse.
Temple of Mirth.
Carouselle.
Roller Coaster.
City of Jerusalem.
Shooting Gallery.
Ferris Wheel.
Southern Pacific Ry.
Panama Canal Extravaganza.
Painted Desert.

EAST SIDE.

Exposition Zoo.
Climbing the Yelps.
Dairy Products.
Cider Mill.
Elizabeth.
Knife and Cane Rack.
Chinatown.
Joy Wheel.
Palace of Mines.
Gem Mine.
Japan Joy Garden.
Alligator Farm.
Paris After Midnight.
Ostrich Farm.
Skee Ball.
White House Cafe.
Sinking of the Titanic.

All Week Events—Continued

SAN JOAQUIN VALLEY BUILDING.

Hours of Lecture— 2. P. M., 2:30 P. M., 3 P. M., 4 P. M.

Dr. George Wharton James, the well-known lecturer, gives seven lectures daily, each one interesting and instructive, and each one different from the others. Below we give a few of the topics: "1000 Miles of Romantic Coast," "The Charm of the City of San Francisco," "The Wonders of the Yellowstone," "Historic Monterey and Picturesque Del Monte," "Rambling Through the Yosemite," "Some Special Industries of California," "The Wonders of the Colorado River Country," "Over the Canadian Pacific Rockies," "Climbing Mt. Tamalpais," "Trolleying Through Los Angeles," "The Lake of the Sky—Lake Tahoe," "Through San Joaquin Valley and the Yosemite," "The Orange Empire Trolley Trip," "The Facts and Fiction of Ramona," "The Romance and Beauty of California," "The Missions of California," "Wild Birds of California."

POTPOURRI ROSE GARDEN

The Potpourri Rose Garden is south of the Spreckels Organ Pavilion, adjoining the Utah Building. It is conducted for the pleasure of visitors; a rose to every caller. Be sure to call.

Church Directory

CENTRAL CHRISTIAN—F Street, Corner Ninth

Rev. Wm. E. Crabtree, Pastor

FIRST BAPTIST, "The White Temple" 10th & E Sts.

Rev. W. H. Geistweit, Pastor

FIRST CONGREGATIONAL—A Street, Corner Sixth

Rev. Willard B. Thorp, Pastor

FIRST ENGLISH LUTHERAN—Second, near Ash

Rev. J. Warren Romich, Pastor

FIRST METHODIST EPISCOPAL—C, corner Ninth

Rev. Richard D. Hollington, Pastor

FIRST PRESBYTERIAN—Third and Date Streets

Rev. E. F. Hallenbeck, D. D., Pastor

FIRST UNITARIAN—Sixth, bet. Beech and Cedar

Rev. H. B. Bard, Pastor

ST. JOSEPH'S, Catholic, Third Street, cor. Beech

Rev. Eugene A. Heffernan, Pastor

ST. PAUL'S EPISCOPAL—Eighth Street, corner C

Rev. Chas. L. Barnes, Rector

First Church of Christ Scientist, Laurel and 2d Sts.

Second Church of Christ Scientist, 8th and F Sts.

Church of the Nazarene—14th St., Bet. Bdwy. and E

FIRST UNITED BRETHREN—3rd and Robinson Sts.

REV. H. C. SHAFFER, Pastor

Swedish Mission Tabernacle—949 Ninth Street

Rev. E. J. Forsberg, Pastor

Y. W. C. A.—646 Broadway

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No Better Bathing Beach. A Delightful Place for Beach Picnics. Splendid

Fishing from the New Bridge Across Mission Bay. Free

Band Concerts Every Sunday, 3 to 5 P. M.

Dancing Tues. Thurs. Sat. and Sun. evenings and Sun. afternoons. We know you will visit OCEAN BEACH, and while there do not miss seeing SUNSET CLIFFS AND THE CAVES.

OCEAN BEACH IS PREPARED to receive her guests. She has plenty of modern apartment houses and beach cottages, as well as restaurants, cafeterias and delicatessens where you can get GOOD THINGS TO EAT.

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Private Baths

On the Bluff Above the Tide Line

Two Blocks South of Car Line. Del Mar Ave. and Ocean Front, Ocean Beach, California.

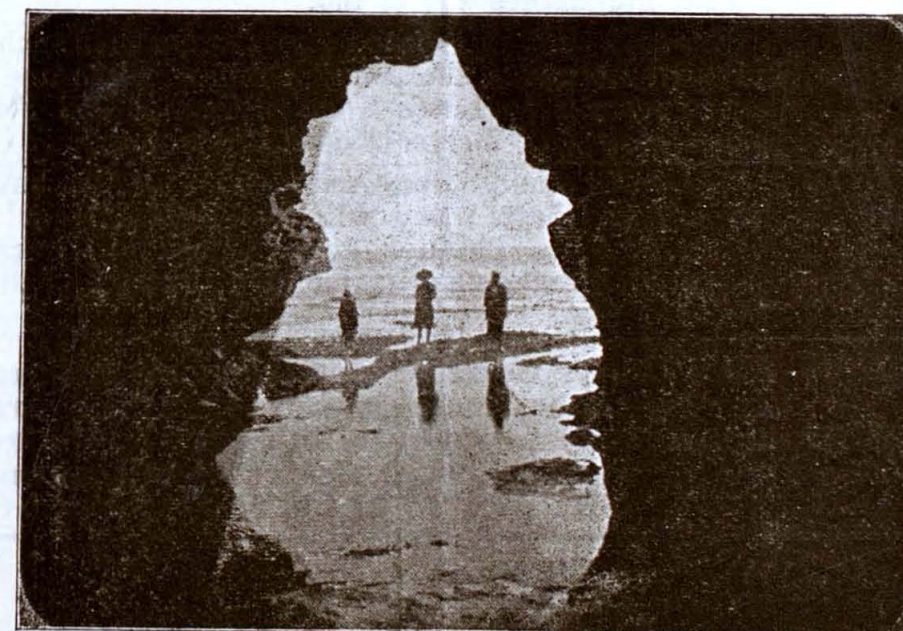
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Open All Day.



MILADY'S DIRECTORY

Her Beauty and Her Bath

Miladi takes the Turkish-Hamman Baths at the U. S. Grant Hotel and that discloses the secret of her health and beauty. She learned to swim in the salt water plunge. Main entrance, down the front marble stairs. Phone 7100. C. E. Hanson, Mgr.

Her Clothes

She has her clothes cleaned and pressed at the Washington Dye Works, 1364 Third Street. That suit she is wearing today was dyed by the same firm. Let them do YOUR work. Main 3846.

Her Eyes

She does not wear a frown or squint her beautiful eyes, because she gets her glasses at the Brown Optical Company, 1011 Fifth Street, Ground floor, American National Bank Bldg.

Her Face and Her Hair

We know why her face is so free from wrinkles and why her hair is so thick and glossy—She is one of the many regular patrons of the Maryland Beauty Parlors, Room C, Maryland Hotel Arcade, 6th and F Streets. Main 5700.

Her Feet

How lightly, how fast and how far she walks! Her feet never trouble her for she has them treated at the FOOT-A-CURA PARLORS, 22 Sefton Block, 5th and C Streets. Phone Main 1341.

Her Hotel

She likes a quiet home-like hotel; one that is modern and up-to-date; one whose prices fit her pocket book. She lives at the HOTEL WHITE HOUSE, 1053 Second Street, just off Broadway. Main 4630. Home 4342.

Her Home Newspaper

She must know what the folks at home are doing so she buys her home paper from R. M. Childs, 967 Fifth Street, near corner of 5th and Broadway, next to Monarch Drug Store. There are 250 publications to choose from. Get YOUR magazines there, too.

Her Kodak

She said that the reason she always had such good pictures was because she used Eastman Films and then took her exposures to Lutes Kodak Store at 958 Fifth Street, where they do "Better Kodak Finishing."

Her Pleasure

She finds many pleasures in San Diego, but she likes dancing the best. You will find MILADI at the Ocean Beach Dancing Pavilion every Tuesday, Thursday, and Saturday evenings and Sunday afternoon and evening. Look for her.

Her Waists

She always wears such pretty waists and yet we know they are not any more expensive than the others, but they have an exclusive style—so different from the rest. If you ask her where she buys them, she will promptly say: "GARDNER'S WAIST SHOP, at Fourth and C Streets."

LANIER HOTEL

THIRD STREET AT ASH

Three Blocks to the Center

Out of the noise and confusion.

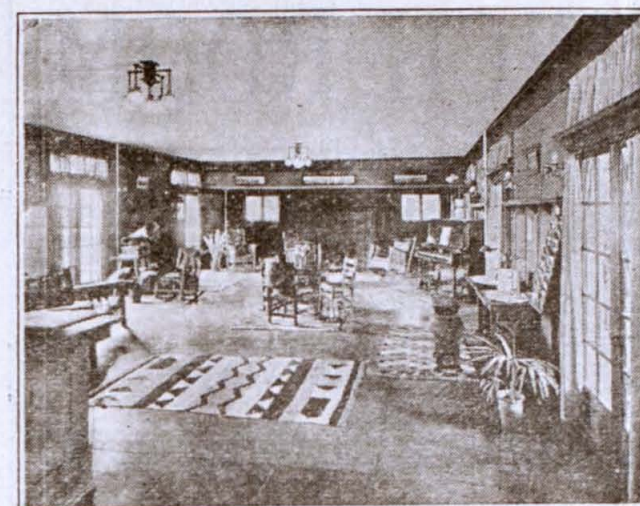
Private 1, \$1.00 to \$1.50
Bath 2, \$1.50 to \$2.50

Detached 1, 75c to \$1.00
Bath 2, \$1.00 to \$1.50

TAKE TAXI AT OUR EXPENSE
FREE GARAGE

W. E. RICHMOND, MANAGER

Formerly Prop. Richmond Halls, Minneapolis



LOBBY—SO COMFY

Sunday, Sept. 24

FATHER SERRA DAY.

2:00 P. M.—Procession of churchmen and laymen from the West gate to the Montezuma Gardens where two palms will be planted and dedicated to Fray Junipero Serra. A bronze tablet will be placed between the two trees, bearing the following inscription: "These palms dedicated to the memory of Fray Junipero Serra, 1713-1784, by the P. C. I. E., Sept. 24, 1916." Special chorus of trained voices will sing.

10:30 A. M.—Serenade, Spanish Dancing Troupe, Exposition.

11:00 A. M.—Services at San Diego Churches.

1:15 P. M.—Band Concert at Exposition.

3:00 P. M.—Organ Recital, Organ Pavilion.

4:00 P. M.—Vocal Solo, Mrs. W. H. Porterfield, Organ Pavilion.

7:30 P. M.—Band Concert, Exposition.

SUNDAY BASEBALL

9:30 A. M.—Savage Tire vs. East End at Athletic Park.

9:30 A. M.—Pacific Telephone and Telegraph vs. Studebaker, Stadium.

1:15 P. M.—Cycle & Arms vs. Golden Hill, Golden Hill.

1:15 P. M.—San Diego Brewery vs. San Diego Sun, at Athletic Park.

2:30 P. M.—McCormick Lumber Co. vs. U. S. S. Albatross, 8th and J Sts.

2:30 P. M.—Y. M. C. C. vs. Poway, at Poway.

2:30 P. M.—Del Mar vs. Carlsbad.

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Curios Souvenirs to send home. MISSION BELL CURIO STORE
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Main 260

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ROOMS — CAFETERIA — EMPLOYMENT — READING ROOM

Monday, Sept. 25

BALBOA DAY.

Reception in the Pan-Pacific Building. Special Music.

- 1:15 P. M.—Band Concert.
- 2:30 P. M.—Channing Club, Unitarian Church, 6th, near Cedar. Visitors welcome.
- 2:30 P. M.—Directors Meeting of the Women's Home Industry League, 305 Owl Bldg.
- 3:00 P. M.—Organ Recital.
- 6:30 P. M.—Dinner at the Cristobal Cafe.
- 7:30 P. M.—People's Chorus of San Diego, Y. M. C. A. Bldg.
- 7:30 P. M.—San Diego Choral Society, B Street School Bldg.
- 7:30 P. M.—Band Concert, U. S. Fisheries Bldg.
- 7:30 P. M.—Open Air Dance, Plaza de Panama.
- 3:00 P. M.—As You Like It Club, 4514 Campus Street.
- 8:00 P. M.—Meeting of the Pioneer Society, at the home of Mrs. G. W. Allen, 3530 Albatross Street.

FRATERNAL ORGANIZATIONS--See page 26 for date and place of meeting.

S. D. & A. TRAINS

FOR OLD MEXICO and CAMPO, From Santa Fe Depot
To TIA JUANA 7:30, 10:10 A. M. 2:15 P. M. Daily.

To TECATE and CAMPO 7:30 A. M. Daily except Sun.
Effective September 19

10:10 A. M. and 2:15 P. M. Trains for TIA JUANA
Personally Conducted

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1751 University Avenue

Hillcrest 229

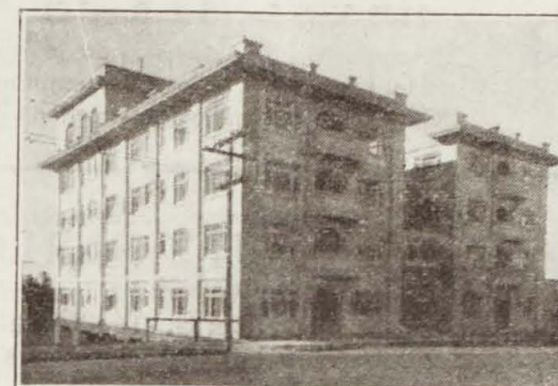
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Kitchen and Bath

By the Day \$1.00
By the Week 5.00
By the Month 18.00

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the Isthmus

University Ave & Park Blvd.
San Diego, California



Two Rooms--
Kitchen and Bath

By the Day \$1.50
By the Week 7.00
By the Month 25.00

Free Garage
Mountain and Ma-
rine View

Take No. 1 Car

Tuesday, Sept. 26

CABRILLO DAY.

- 2:30 P. M.—San Diego Club, Clubhouse, 949 9th Street.
- 2:30 P. M.—Olivewood Club, China Painting Section, National City.
- 2:00 P. M.—Serenade, Spanish Dancing Troupe, Plaza de Panama.
- 3:00 P. M.—College Women's Club, Drama Section, 3260 1st Street.
- 3:00 P. M.—Organ Recital.
- 3:00 P. M.—Normal Heights Mother's Club, 41st and Adams.
- 8:00 P. M.—Meeting British Social Club, San Diego Club House, 949 9th St.
- 9:00 P. M.—Open Air Dance on the Isthmus at the U. S. Fisheries Bldg.
- 7:30 P. M.—Serenade, Spanish Dancing Troupe, Isthmus.
- 7:30-10:30 P. M.—Concert by Tommasino's Royal Italian Band, U. S. Fisheries Building.

FRATERNAL ORGANIZATIONS--See page 26 for date and place of meeting.

The PROGRAM in WHAT'S DOING is published free for the benefit and pleasure of San Diego's citizens and visitors.

All notices must be delivered at our office by 5 P. M. of each Wednesday, in order that they may appear in the program for the following week.

For ADVERTISING RATES in WHAT'S DOING call or phone

SAN DIEGO INFORMATION & ROOMING BUREAU
714 Central Mortgage Bldg.

Main 384



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Tea Cup Inn

1143 Sixth St., (bet. B and C) Phone M 3953
Appetizing Breakfasts, 7:30 to 10:30 25c, 30c and 40c
Hot Luncheons, dainty and tempting 11:30 to 2 p. m., a la
Carte. Delicious, Social Afternoon Teas, 2:30 to 5:30 25cts.

Main 5700

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Hairdressing, Manicuring, Shampooing, Face, Scalp, Violet Ray Treatments, Etc.
Medical Body Massage. Toilet preparations and Hair Goods for Sale.
Ladies and Gentlemen.

Room C, Maryland Hotel Arcade, 6th and F Sts.

Wednesday, Sept. 27

AMATEUR NIGHT AT EXPOSITION

10:00 A. M.—Serenade, Spanish Dancing Troupe, Plaza de Panama.

1:15-2:30 P.M.—Concert, Tommasino's Royal Italian Band, Plaza de Panama

3:00 P. M.—Organ Recital, Outdoor Organ, Exposition.

7:30 P. M.—Serenade, Spanish Dancing Troupe, Isthmus.

7:30-10:00 P. M.—Concert by Tommasino's Royal Italian Band, U. S. Fisheries Building.

FRATERNAL ORGANIZATIONS--See page 26 for date and place of meeting.

FREE

Go to the San Diego Chamber of Commerce. Free Exhibit of San Diego County Products

Cor. 2nd and Broadway

Free Information Bureau

Visitors Cordially Invited

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SUNNY JIM CAVE

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Cakes Made to Order.
Lunches Put Up.

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Service 12 to 7.

Phone LaJolla 216

TARRY AND REST AWHILE

Green Dragon Camp
La Jolla, California

Thursday, Sept. 28

STATE HUMANE SOCIETY DAY.

10:00 A. M.—Serenade, Spanish Dancing Troupe, Plaza de Panama.

10:00 A. M.—Barnum & Bailey Circus Parade.

1:15 P. M.—Tommasino's Royal Italian Band, Plaza.

2:30 P. M.—S. D. Woman's Press Club, U. S. Grant Hotel.

3:00 P. M.—Organ Recital, Outdoor Organ, Exposition.

3 to 5 P. M.—Reception at the Bungalow at the Model Farm. Musical program. Lipton's tea served

7:30-10 P. M.—Concert, Tommasino's Royal Italian Band, Plaza de Panama.

FRATERNAL ORGANIZATIONS--See page 26 for date and place of meeting.

His Barber

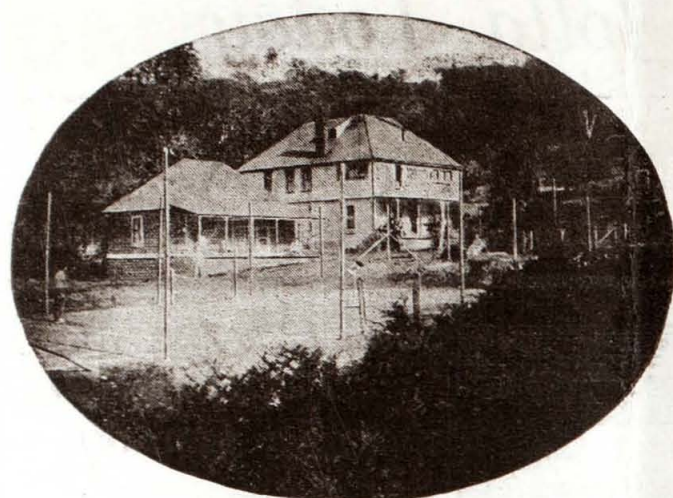
BROADWAY BARBER SHOP. Manicuring, Baths, Shower.
er. Zimmer, Burns & Lucore, Props.
Main 192. 210 Broadway, Oppo. Union Bldg.

His Bath

TURKISH BATHS. The place, 920 4th street. Always
open. Electric, Vapor, Bake Oven, Shower and Tub Baths.
Phone Main 1404.

His Business

REQUIRES AN EFFICIENT STENOGRAPHER—Public
Stenographer, Lobby, Watts Bldg. Notary, Engineering
and Patent work a Specialty. ELIZABETH SEYMOUR
ROBINSON. Phones (Day) Main 4097; (Night) Main 396



Palomar Mountain Hotel

For your vacation. Elevation 5500
Hotel and Camp. Dry bracing air,
cold water.

Trout fishing—Horseback riding, etc.
Call or address

Dr. Milton Bailey or Pickwick Stage Stat'n

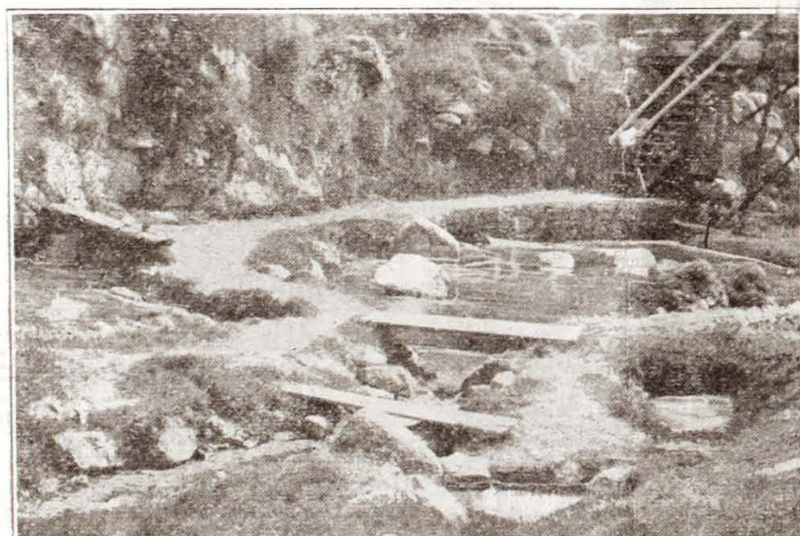
501 Watts Bldg.
Main 138

Main 340
SAN DIEGO, CAL.

If you have not had your vacation yet, go NOW, You need the soothing silence of the great Out-of-Doors. Go to the mountains and stay until like Robert Service you can sing:

"There's sunshine in the heart of me,
My blood sings in the breeze;
The mountains are a part of me,
I'm fellow to the trees."

Then indeed will you be fit for your work and the association of your fellow men.



WARNER HOT SPRINGS

An Ideal Place to Spend Your
Vacation.

Tennis—Horseback Riding—Croquet

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3 1-2 hours by auto from
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Proprietor and Manager.

NEW CONCRETE STATE ROAD Via Bostonia **NOW OPEN**

Drive out to HULBURD RANCH Today

SWIMMING

TENNIS

DANCING

MOUNTAIN CLIMBING

HORSEBACK RIDING

And the Best Table in the Mountains

HULBURD RANCH

HOME PHONE 37-213

DESCANSO, CALIFORNIA



Special Events For This Week

SUNDAY, September 24, FATHER SERRA DAY

MONDAY, September 25, BALBOA DAY

TUESDAY, September 26, CABRILLO DAY

THURSDAY, September 28, STATE HUMANE
SOCIETY DAY

SATURDAY, September 30, SCOTTISH DAY

Open Air Dance Monday and Tuesday Evenings.

Only fourteen more weeks to enjoy the Exposition



MORGAN'S CAFETERIA

1047-1049
Sixth Street

Serving delicious "OWN BAKING." Pastries, Cakes and Bread. Choice cuts of Meat properly cooked, and pure and wholesome Dairy Products.

California Fruits and Vegetables in Variety.

Friday, Sept. 29

1:15-2 P. M.—Concert, Tommasino's Royal Italian Band, Plaza de Panama.

2:00 P. M.—Serenade, Spanish Dancing Troupe, Plaza de Panama.

2:30 P. M.—Meeting of the W. C. T. U., 8th and C Streets.

3:45-5 P. M.—Concert, Tommasino's Royal Italian Band, Plaza de Panama.

3:00 P. M.—Organ Recital, Outdoor Organ, Exposition.

6:30 P. M.—Cabaret Potpourri and Society Dance, Cristobal.

7:30 P. M.—Serenade, Spanish Dancing Troupe, Isthmus.

7:30 P. M.—Concert, Tommasino's Royal Italian Band, U. S. Fisheries Bldg.

7:30 P. M.—Open Air Dance, Plaza de Panama.

FRATERNAL ORGANIZATIONS--See page 26 for date and place of meeting.

TAXI NIGHT AND DAY SERVICE

Cars suitable for all occasions—Call us for prompt service.

MAIN 3083

San Diego Office 238 Broadway
Phone Main 3083 Burnap Hotel

Los Angeles Office 105 Spring St.
504 S. Los Angeles St.

UNION CONTINENTAL & 20th CENTURY STAGES

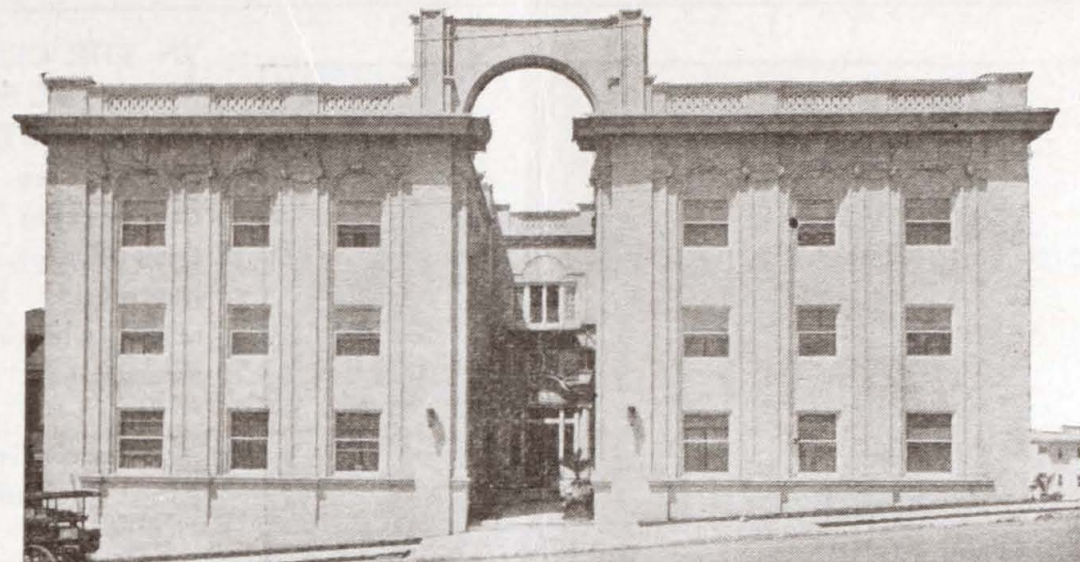
T. W. McAlister

Los Angeles \$2.75 One Way, \$5.00 Round Trip. 9 A. M. 1 and 4 P. M.
Imperial Valley \$4.00 One Way, \$8.50 Round Trip. 8 A. M. and 1 P. M.

San Diego Academy of Art
1120 5th St., Isis Theatre Building

Maurice Braun, Instructor
Outdoor Sketching a Specialty

The Parker Apartments



"The Place Where You are Content to Stay."

Whether you are here for business, pleasure or Home-Making.

	RATES			
	Sgle. Apts.		Dbl. Apts.	
Day	\$1.50-2.00		\$2.50, 3.00, 4.00	
Week	\$7, \$8, \$12		\$12.50, \$15, \$18	
Month	\$25 to \$40		\$35 to \$85	

FRONT AND IVY STREETS

Take Car No. 6 to Ivy Street, Walk one Block West

Miss Ida Turner, Mgr. Main 5180

THE WILSONIA

American and European



"There is no other like it"

YOU WILL NEVER KNOW

The Genuine Home Atmosphere that pervades The Wilsonia, until you once get inside the door. We all want every comfort and convenience, the private bath, the sleeping porch, the sun room, the social parlor, the steam heat and all the rest—but we are just FOLKS after all and we want the Modern-ness with the Home-ness thrown in.

You get ALL of it HERE.

Rates—European

Per Day—\$1.00 to \$1.25; 1 or 2, detached bath.

Per Day—\$1.50, 1 or 2, private bath.
Special rates by week or month.

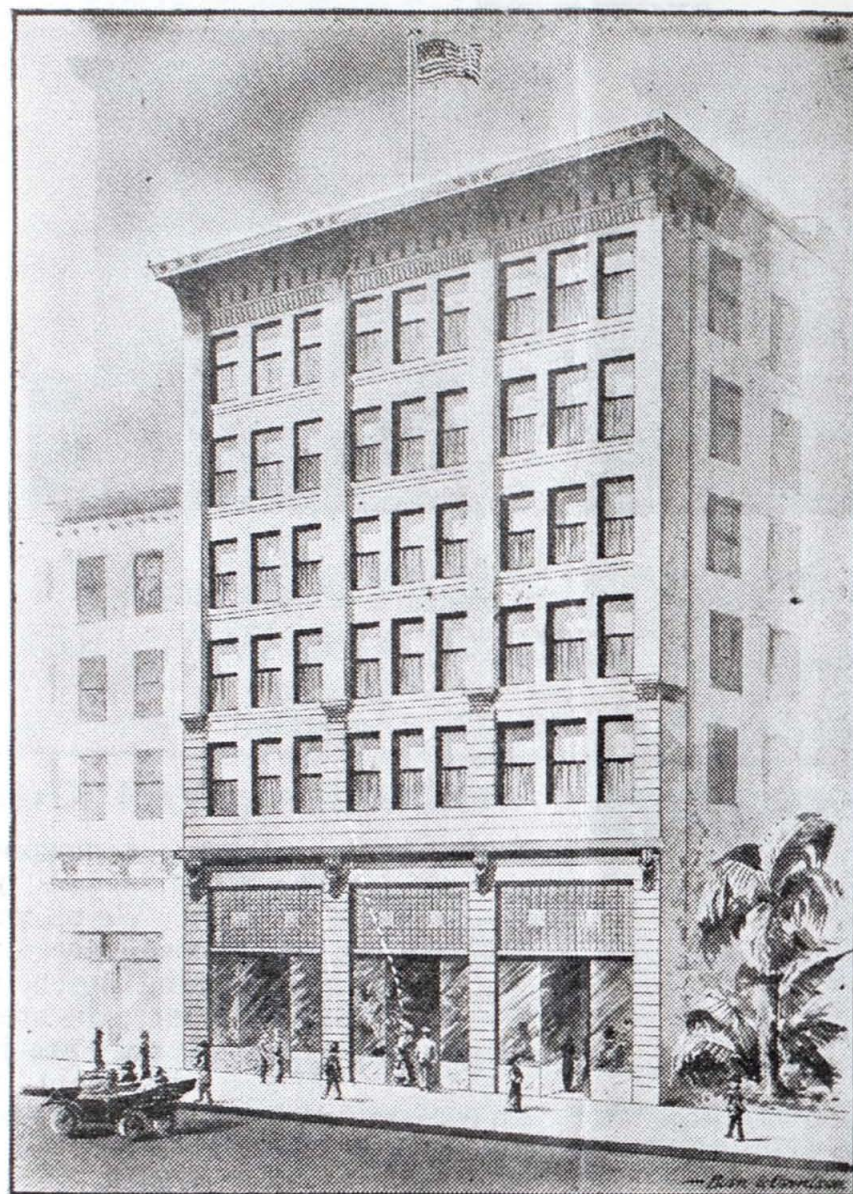
BOARD

The best home cooking.
2 meals per day.....\$5.50 per week
3 meals per day.....\$7.00 per week

1545 SECOND STREET, Between Beech and Cedar. Four blocks north of Broadway. Take Car No. 4 or 6 to Beech Street.
Mrs. B. W. McDowell, Prop. Main 4558

HOTEL CECIL

SIXTH STREET
BET. B AND C



ABSOLUTELY
FIREPROOF

PRIVATE BATH
TO EACH ROOM

Sixth St. between B & C.
SAN DIEGO, CALIF.

RATES—EVERY ROOM WITH PRIVATE BATH

One Person . . . \$1.00 to \$1.50 Two Persons . . . \$1.50 to \$2.50
Suites for 3 or more . . \$3.00 to \$3.50 Special weekly rates on application.
TRANSPORTATION—Our FREE Auto Bus to and from all trains and steamers.
We are members of the Auto Club of Southern California.

IN THE CENTER
OF THE SHOP-
PING DISTRICT
But a step from
the leading Thea-
ters, Cafes, De-
partment Stores
and places of
amusement.

Lobby on Ground
Floor for Ladies.

Local and Long
distance phone
in every room.

Two elevators
in constant op-
eration.

REMEMBER

THE CECIL

*Offers to Tourists
the best hotel
proposition on the
Pacific Coast.*

*See us before mak-
ing reservations.*

*Free Storage for
your Auto in Fire
Proof Garage.*

What's Doing

21

RUSTIC DINING ROOM

A Dining Room that Carries an Atmosphere
of the Out-of-Doors. A Cozy Restful Place
to Dine.—A Place Where Appetizing Foods
Are Daintily Served.

YOU WILL ENJOY YOUR MEALS THERE

Hours 7:00 A. M. to 8:00 P. M.

828 Sixth Street

St. James Hotel

F. B. BELASCO, Mgr.

Saturday, Sept. 30

SCOTTISH DAY

Scottish Day Program to be announced later.

10:30 A. M.—Serenade, Spanish Dancing Troupe, Plaza de Panama.

1:15 P. M.—Band Concert, Exposition.

Dr. Geo. Wharton James' Lectures at the San Joaquin Valley Bldg:

3:00 P. M.—Organ Recital.

4:00 P. M.—Concert by Tommasino's Royal Italian Band, Plaza de Panama.

7:30-10:00 P. M.—Concert by Tommasino's Royal Italian Band, U. S. Fish-
eries Building.

FRATERNAL ORGANIZATIONS--See page 26 for date and place of meeting.

Ball Room and Fancy Dancing Fifth and Elm Streets

Main 1352

Mrs. Gertie Gilbert

Rachel J. Hicks

DAILY SIDE TRIPS

9:00-11:00 A. M.—La JOLLA, with an authorized tourist guide. Cars leave about every hour. Fare 50c round trip. Tickets 1032 4th St., Grant Hotel Building.

What You Will See at La Jolla.

Natural Bathing Cove (absolutely free from undertow.)

The Famous Caves of La Jolla.

A Most Wonderful Rugged Coast Line that offers an infinite variety of picturesque formations and scene effects.

A Trip to the Top of Mount Soledad, from which may be seen one of the grandest views in the vicinity of San Diego.

Sunny Jim and White Lady Caves.

Cathedral Rocks, Gold Fish Point.

The Alligator Head, Emerald Cove.

Bishops School for Girls.

Free Public Library.

Women's Club House (erected at a cost of \$40,000.00.)

Public Play Ground (most modern equipped in the United States.)

Free Public Rest Room for Women and Children.

Marine Biological Institute of the University of California.

Public Schools.

Nine Hole Golf Course (380 feet above sea level.)

9 A. M. to 6 P. M.—OLD TOWN AND RAMONA'S MARRIAGE PLACE. Car No. 5 leaves every 20 minutes, west on Broadway. Fare 5c.

What You Will See in Old Town.

The Old Plaza and Monument where General Fremont raised the first American Flag, in 1846.

The First Church and Old Mission Bells.

The First Palm Tree—146 Years Old.

The Serra Cross, built of Old Tile.

First Brick House in Southern Calif.

The Old Graveyard.

The First Jail.

Ramona's Marriage Place, built in 1825.

What You Will See at Ramona's Marriage Place.

The low Adobe Building, occupying an entire block and inclosing a patio, or courtyard, 75 by 150 feet.

The Wishing Well.

The Old-Fashioned Oven.

The Old Spanish Kitchen.

Museum Rooms, containing hundreds of relics.

The Lecture Room, where you may hear the story of the Missions.

Collection of Indian Baskets, Blankets and Curios.

Admission to Ramona's Marriage Place, 10 cents.

9:00-10:00 A. M. and 1:00-2:00 P. M.—POINT LOMA— The Scenic Auto Trip. Fare \$1.

What You Will See En Route.

The Point Loma Country Club, Loma Portal, International Theosophical Headquarters, Government Wireless

DAILY SIDE TRIPS—Continued

Station, Bennington Monument, Ft. Rosecrans, Quarantine Station, the Old Spanish Lighthouse, and the New Lighthouse.

Sunset Cliffs may also be seen in returning by way of Ocean Beach.

What You Will See at the Extreme Point, 500 Feet Above the Sea.

The most beautiful Marine View of the Pacific Coast, the Pacific Ocean, Coronado Islands, the Mountains of Mexico, the Harbor, San Diego, Coronado, Silver Strand, North Island and the Mountains to the east of San Diego—on a clear day the San Bernardino Mountains may also be seen.

9:20 A. M.—OCEAN BEACH AND SUNSET CLIFFS. Cars leave every 20 minutes from 4th and Broadway. Fare 25 cents round trip. Tickets, 213 Broadway.

9:40 A. M.-2:40 P. M.—CLOVER LEAF TRIP—(Tour de Luxe.) Fare \$1.50 round trip. Tickets, 213 Broadway. (Via electric cars, automobile and boat.)

What You Will See on the Clover Leaf Trip.

Point Loma Golf Club.

Loma Portal Residential District.

Mission Beach, Ocean Beach.

Sunset Cliffs.

Theosophical Headquarters.

Point Loma.

Old Spanish Lighthouse.

Bennington Monument.

Roseville.

U. S. Aviation School, North Island.

MISSION CLIFF GARDENS—One of the most beautiful botanical gardens in Southern California. The aviary in the heart of the gardens, contains over 300 birds. Go sit in the pergola that overlooks Mission Valley; there is a treat in store for you. Visit the Ostrich Farm while you are there. Admission to the Farm, 10c. Free admission to the Gardens. Take car No. 1 northbound at 5th and Broadway.

CORONADO—Car No. 9 leaves Third and Broadway every 20 minutes. Fare 15c round trip. Tickets 213 Broadway.

What You Will See at Coronado.

Hotel del Coronado and Gardens.

Beautiful Residential District.

Excellent Bath House.

Tent City and Silver Strand.

Lubin Motion Picture Co.'s Plant.

U. S. Aviation School on North Island

Coronado Country Club, where the International Polo Meets take place each winter, and where the Golf and Tennis Tournaments are held.

Marsh's Japanese Gardens.

TIA JUANA (OLD MEXICO.)

Take car No. 2 on Broadway to Santa Fe and S. D. and A. R. R. depot. Trains leave 7:30 and 10:00 a. m., 2:15 p. m. daily and Sunday.

What You Will See En Route and in Tia Juana.

National City.

Salt Works.

Little Landers Colony.

Chula Vista and Otay.

International Boundary Monument.

Horse Races at the Lower California

Jockey Club Race Track.

Bull Ring.

DAILY SIDE TRIPS—Continued

SEEING SAN DIEGO.

Business and Wholesale District.
Municipal Pier and Water Front.
Stadium, High School, Grammar
Schools.

Rose Garden—Aviary.

Balboa Park, Residential Sections.

Mission Cliff Gardens.

Ramona's Marriage Place.

OLD MISSION—Seven miles from the
business section of the city. Estab-
lished in 1769.

GROSSMONT—One of the finest View
Points of the Back Country. An
ideal country residential section,
where many of our prominent citi-
zens have built homes.

The trip to Grossmont, returning by
way of the San Diego River Can-
yon is one of the most delightful in
this vicinity.

INTERNATIONAL THEOSOPHI-
CAL HEADQUARTERS, Point Lo-
ma.—Outdoor Musical and other
programs by Raja Yoga Pupils.

9:40-11:00 A. M.—Daily (except Sun-
days) from 3 to 4 P. M.

1:00-2:20 P. M.—The grounds are
open to visitors from 10:00 A. M.
to 12:00 noon, and from 1 P. M. to
4 P. M. (Sundays 1 to 4 P. M.)
Admission 25c.

Reached by Point Loma R. R., leav-
ing 4th and Broadway. Fare, 75c., in-
cluding admission to the grounds.
Tickets 213 Broadway and 330 Broad-
way.

BY AUTO BUS: Green Line or the
White Star Line. Round trip fare, in-
cluding admission to the grounds, \$1.

BOAT EXCURSIONS (Star and Crescent Boat Co.)

10:15 A. M.-2:15 P. M.—Trip De Luxe.
Fare 50c round trip. Car. No. 2 to
wharf at foot of Broadway.

Daily except Sunday, U. S. Govern-
ment and Curtiss Aviation School.
Round trip, 20c. 9:00 A. M.

Fruits All the Year Round

San Diego county enjoys fresh
fruits all the year round. There is
not a month that there is not some-
thing ripe on the trees or bushes. The
following is a list of the principal
fruits:

ORANGES and LEMONS—Every
month in the year.

GRAPE FRUIT—December to No-
vember.

APPLES—June to January.

PEACHES—May to October.

PEARS—July to December.

APRICOTS—April to October.

LOQUATS—March to May.

NECTARINES—July to October.

PLUMS—June to September.

PRUNES—July to November.

OLIVES—October to January.

FIGS—Three crops, July to De-
cember.

CHERRIES—May to July.

POMEGRANATES—August to Jan-
uary.

GRAPES—June to November.

STRAWBERRIES—March to Janu-
ary.

BLACKBERRIES—April to Sep-
tember.

DEWBERRIES—April to July.

CURRANTS—May to August.

GUAVAS—Two crops, March to
July, September to December.



FRATERNAL ORGANIZATIONS

Ancient Order of Hibernians—Meets 1st and 3rd Tues., St. Joseph's church.

A. O. U. W.—Point Loma Lodge No. 100—Meets Monday at 813 5th.

A. O. U. W.—Emblem Lodge No. 103 Degree of Honor—Meets 1st and 3rd Saturday.

B'nai B'rith—Lasker Lodge—Meets 2nd and 4th Thursdays, 761 6th.

Knights and Ladies of Security, San Diego Council No. 419.—Meets every Wednesday at Pythian Hall.

Daughters of the Confederacy—Stonewall Jackson Chapter No. 476—Meets first Friday afternoon in each month, San Diego Club House, 949 9th.

Daughters of Veterans—Meets 1st and 3rd Wednesday, G. A. R. Hall.

B. P. O. Elks—San Diego Lodge No. 168—Meets Thursday at Elks' Hall, 2nd and Broadway.

Fraternal Order of Eagles—San Diego Aerie No. 244—Meets Tuesday, Eagle's Hall, 1031 2nd street.

FORESTERS—

Court Coronado, No. 3798, I. O. F.—Meets 1st and 3rd Wed., Assembly Room, Masonic Temple.

Court San Diego, No. 7799, A. O. F.—Meets 1st and 3rd Tues., K. of P. Hall.

Court San Diego No. 28, F. of A.—Meets Weds., Germania Hall.

Court Silver Gate No. 138, F. of A.—Meets Friday, Germania Hall.

Fraternal Aid Union.—Meets first and fourth Friday.

Fraternal Brotherhood, San Diego Lodge No. 16—Meets every Monday at Fraternal Brotherhood Hall, 1322 5th.

G. A. R.—

Post No. 173—Meets 2nd and 4th Sat., G. A. R. Hall.

Corps No. 84—Meets 1st and 3rd Sat. P. M. and 2nd and 4th Saturday evenings (W. R. C.) G. A. R. Hall.

Post No. 33—Meets 2nd and 4th Tuesday, G. A. R. Hall.

Corns No. 1, W. R. C.—Meets 2nd

and 4th Tues. evening and 1st and 3rd Tuesday P. M., G. A. R. Hall.

Gen. U. S. Grant Circle No. 26, Ladies of the G. A. R.—Meets every Monday P. M. in Pythian Building.

Improved Order of Red Men, Chaulgus Tribe No. 155—Meets every Tuesday at 761 6th.

I. O. O. F.—

San Diego Lodge No. 153—Meets Thursday, I. O. O. F. Hall.

Sunset Lodge No. 328—Meets Tuesday, Germania Hall.

Centennial Encampment No. 58—Meets 1st and 3rd Mon. I.O.O.F. Hall.

Canton San Diego No. 22—Meets 2nd and 4th Monday I. O. O. F. Hall.

Anna Rebekah Lodge No. 137—Meets 2nd and 4th Wed. I. O. O. F. Hall.

Silver Gate Rebekah Lodge No. 141. Meets 1st and 3rd Friday, I. O. O. F. Hall.

Veteran Odd Fellows—Meets first Wed. in March and September.

Knights of Columbus, San Diego Council No. 1349—Meets Thursday at 1023 7th.

KNIGHTS OF PYTHIAS—

San Diego Lodge No. 28, K. of P.—Meets Mondays, K. of P. Hall.

Red Star Lodge No. 153—Meets Fris.

Chevalier Company No. 6, U. R.—Meets every Wednesday.

Woodbine Temple No. 36, Pythian Sisters—Meets Thursdays.

Dunton Temple No. 3, Pythian Sisters—Meets 1st and 3rd Tuesday.

Al Sahil Temple No. 162, D. O. K. K.—Meets first Tuesday.

Loyal Order of Moose, San Diego Lodge No. 508—Meets Wed. at Moose Hall, 1009 Columbia.

MACCABEES—

San Diego Hive No. 17, Ladies of Maccabees—Meets 1st Thurs., Fraternal Brotherhood Hall, 1322 5th.

San Diego Tent No. 26, K. O. T. M.—Meets Weds. 1322 5th.

MASONIC—

San Diego Lodge No. 35, F. and A. M.—Meets first Saturday.

Silver Gate Lodge No. 296, F. and A. M.—Meets first Friday.

Blackmer Lodge No. 442, F. and A. M.—meets second Monday.

San Diego Chapter No. 61, R. A. M.—Meets second Monday.

San Diego Council No. 23, Royal and Select Masters—Meets 1st Monday each month.

San Diego Commandery No. 25, K. T.—Meets first Tuesday.

Constans Lodge of Perfection No. 8, A. and A. S. R.—Meets 1st Wednesday

Constans Chapter, Knights Rose Croix No. 5, A. and A. S. R.—Meets first Wednesday.

San Diego Council, Knights Kadosh No. 6, A. and A. S. R.—Meets 1st Wed.

San Diego Consistory No. 6, A. and A. S. R.—Meets first Wednesday.

Southern Star Chapter No. 96, O. E. S.—Meets 1st and 3rd Thursday.

San Diego Chapter No. 264, O. E. S.—Meets 1st and 3rd Tuesday.

Al Bahr Temple, A. A. O., Nobles of the Mystic Shrine—Meets at Masonic Temple.

San Diego Court No. 16, Order of the Amaranth—Meets 2nd and 4th Tuesday.

Modern Woodmen of America, Bay View Camp No. 7255—Meets Wednesdays, 761 6th.

Sons of American Revolution, San Diego Chapter No. 2, Sons of Veterans, U. S. Grant Camp No. 37—Meets 3rd Tuesday, G. A. R. Hall.

Woodmen of the World, Miramar Camp No. 54, W. O. W.—Meets Tues. in I. O. O. F. Hall.

Women of Woodcraft, San Diego Circle No. 161—Meets Tues., Fraternal Brotherhood Hall, 1322 5th.

Federation of State Societies of San Diego, Cal.—Office 107 Broadway, (Spreckels Bldg.) See events by days for date of meeting of the various State Societies.

San Diego Greeters—Charter No. 33—Meets 1st and 3rd Wednesday, San Diego Hotel.

San Diego Clubs

Amphion Club.

Automobile Club of So. California.

Cabrillo Commercial Club.

Caledonian Club.

College Women's Club.

Coronado Country Club.

Cuyamaca Club.

Elk's Club.

La Jolla Woman's Club.

Mendelssohn-MacDowell Club.

Motorcycle Club of San Diego.

Nurses' Club.

Olympia Columbia Rowing Asso.

Orpheus Club.

Pastime Gun Club.

Physician's Club.

Pioneer Society of California meets last Monday of each month.

Point Loma Golf Club.

Portia Club.

Rod and Reel Club.

San Diego Club.

San Diego Art Club.

San Diego Mothers' Club.

San Diego Shakespeare Club.

San Diego Woman's Press Club.

San Diego Humane Educational League.

San Diego High School Rowing Association.

San Diego Rowing Club.

San Diego Yacht Club.

Scottish Social Club.

Silver Gate Girl's Rowing Club.

State Normal School Rowing Asso.

Tuna Club.

University Club of San Diego.

Wednesday Club.

Y. W. C. A. Rowing Club.

Zlac Rowing Club.

SAN DIEGO

The first port of call in the United States north of the Panama Canal. The most nearly perfect climate in the United States, with warm winters, cool summers and almost perpetual sunshine.

A land-locked harbor of twenty-two square miles, and a depth of water over the bar at low tide of thirty-nine feet; a harbor free from storms, currents or treacherous reefs.

A \$1,400,000 municipal dock and 2,675 feet of pier and bulkhead. Total cost of contemplated harbor improvements, \$10,000,000.

The San Diego and Arizona Railway, nearly completed, connecting at Yuma with Eastern trunk lines, and making tributary the states of Arizona, New Mexico, Nevada and Utah.

The Santa Fe Railroad, with a new station and other improvements, totaling \$500,000.

Ten steamship lines, which at present make San Diego their northern terminus or port of call. These include the Pacific Coast Steamship Company, the Pacific Navigation Company, the American-Hawaiian Steamship Company, the Charles R. McCormick Steamship Company, and lines which operate between San Diego and ports on the Lower California and West Mexican coasts.

Hotel del Coronado and other great summer and winter resorts.

All manner of land and water sports, including yachting, polo, and tuna fishing as fine as that at Catalina.

Two thousand acres park land valued at over five and a half millions of dollars.

Unexcelled educational opportunities, including a new high school built at a cost of \$600,000, to accommodate 2000 pupils, offering freshman and

sophomore college courses; a state normal school and many up-to-date grammar schools, with outdoor gymnasiums and class rooms.

Cheap and reliable electric power service. Electricity costs 7.2 cents per K. W. H., minimum \$1.00.

Over 500,000 fertile acres awaiting development in the back country.

Good values on residential property in the city and its delightful suburbs, Coronado, Point Loma, La Jolla, Ocean Beach, East San Diego, National City, La Mesa and Chula Vista, at from \$10 to \$50 per front foot.

A metropolitan population of 109,195, with a 200 per cent increase in the last four years.

Two hundred factories, with 2500 employees and an annual payroll of \$2,000,000, representing an investment of \$10,000,000.

Factory sites on reclaimed waterfront lands owned by the city.

A new industries committee of the chamber of commerce to assist incoming concerns with data, advice and moral support.

A city area of seventy-two square miles, with a greatest length of twenty miles, and a greatest width of four miles.

A total estimated value on real estate and personal property of \$100,536,965.

A fire department of the highest type, and with the most modern equipment throughout. The record for fire loss in San Diego is one of the lowest of any city in the world.

A city-owned water system, the largest of its kind in California, outside of the aqueduct system of Los Angeles. San Diego owns watersheds totalling 440 square miles.

Rainfall in the city averaging annually 10.01 inches; in the country, 30 inches. Ninety per cent of the rainfall occurs between November 1 and May 1.

A mean annual humidity of 75 per cent. A humidity as low as 4 per cent has been observed at midday.

A Carnegie library, built at a cost of \$60,000, which contains 50,000 volumes, all current magazines and daily newspapers and is the depository of United States government documents.

Every religious denomination, many with magnificent houses of worship. In this cosmopolitan community not a few services are conducted in foreign languages.

Beautiful beach resorts, which attract people from all over the country. Ideal swimming twelve months in the year.

A splendid street railway system, equipped with the most modern cars. A San Diego street car took first prize at San Francisco Exposition.

San Diego de Alcala, the first of the old Spanish mansions built in California, and many other places of great historic interest.

Magnificent roads for touring, full of scenic and historic interest, which take the traveler from sea level to an altitude of 6000 feet. Good all the year round.

Y. M. C. A. building, costing \$150,000, the finest in the country in a city the size of San Diego.

The Army and Navy and Curtiss aviation schools on North Island. Largest and best equipped in America. Aeroplanes go up practically every day in the year. A number of sensational records have been made in San Diego.

Railroad terminal, marine outlet, and nearest banking and trading center to the Imperial Valley of Califor-

nia and the Salt River Valley of Arizona.

Distributing point and controlling factor in the development of Lower California.

The largest stadium west of New York, seating more than 38,000, and costing \$200,000.

Total tons of kelp from San Diego south to Cedros Islands, 8,489,900—339,596 tons of potash.

Fresh fruits and vegetables every day in the year.

A scenic back country with good roads in every direction, making this an automobile paradise.

Over 200 hotels and apartment houses.

An average wind velocity of only six miles per hour. Highest ever reported in over fifty years, 43 miles.

The only place in the world where the lines of average summer temperature of cold countries and winter temperatures of warm countries converge.

Seventy-five churches.

Forty-one state societies.

Hunting, fishing, baseball, polo, swimming, motoring, yachting, rowing, tennis, golf, autoing 365 days in the year.

Sixty-nine fraternal organizations.

City owns city hall, library and library building, sewer system, docks, wharves and tidelands, water system (including Otay and Morena reservoirs), cemetery, garbage crematory, etc.

Largest wireless station in the world under construction.

Value of State Normal, \$313,620.

Twenty-five theatres—one costing 1,000,000 (the Spreckels), pronounced by theatrical men the handsomest theatre in America.

Business Blocks and Halls

Am. Foresters Hall, 933 F.
 Am. Nat. Bnk. Bldg. 5th and B'dway.
 Arcade, 1148 5th and 1139 4th.
 Armory Hall, 1242 G.
 Builders Exchange, E, Sw. cor. 3rd.
 Central Mortgage, 1st and B'dway.
 City Hall, 5th, Sw. cor. G.
 City Jail, 728 2nd.
 City Public Market, 1st and A.
 Court House, Front and Broadway.
 Customs House and P. O., F, between
 Union and State.
 Dreamland Hall, 1st and A.
 Eagle's Hall, 1029 2nd.
 Elk's Hall, Broadway and 2nd.
 Wells Fargo, 741 Broadway.
 Federal Building, F, between Union
 and State.
 First Nat. Bank, Fifth and E.
 Fletcher, 924 8th.
 Fox-Heller, 855 5th.
 Fletcher-Salmons, 626 Broadway.
 Fraternal Brotherhood Hall, 1322 5th.
 G. A. R. Hall, 813 5th.
 Germania Hall, 9th, Sw. cor. G.
 Granger, 5th, Sw. cor. Broadway.
 Hall of Records (C. H.) Union, Se.
 cor. C.
 Home Telephone, 1027 6th.
 Iris Theatre, 1138 4th.
 K. of P. Temple, 3rd, Sw. cor. E.

Knights of Columbus Hall, 1023 7th.
 Labor Temple, 621 6th.
 Lawyers' 919 4th.
 McMurtie, 3rd and B.
 McNeece, F, Nw. cor. 5th.
 Maple Hall, 846 5th.
 Marshall-Higgins, 4th, Sw. cor. C.
 Marston (new), C from 5th to 6th.
 Masonic Temple, 5th, Ne. cor. Ash.
 Odd Fellows Hall, 526 Market.
 Otis, 1134 4th.
 Owl Drug Bldg., 4th, Ne. cor. B'dway.
 People's Open Market, F, Sw. cor. 8th
 Plaza, 920 4th.
 St. Joseph's Hall, 4th, Nw. cor. C.
 Scripps, 525 C.
 Sefton, 432 C.
 Snyder, 835 6th.
 Spreckels, 121 Broadway.
 Stadium, Russ Blvd. Nr. High School.
 Sun Bldg, 7th, Se. cor. B.
 Southern Title and Trust, 940 3rd.
 San Diego Club House, 949 9th.
 Timken, 6th, Se. cor. E.
 Union Bldg, 235 Broadway.
 Union Title and Trust, 1028 2nd.
 Watts, 5th, Ne. cor. E.
 Wednesday Club House, 6th, cor. Ivy
 Lane.
 Y. M. C. A., Ne. cor. 8th.
 Y. W. C. A., 646 Broadway.

Consuls

BOLIVIA—Philip Morse, consul, 6th
 Sw. cor. L. Res. 1135 E street.

BRITISH—Major Gerald, vice-con-
 sul, 1531 State street.

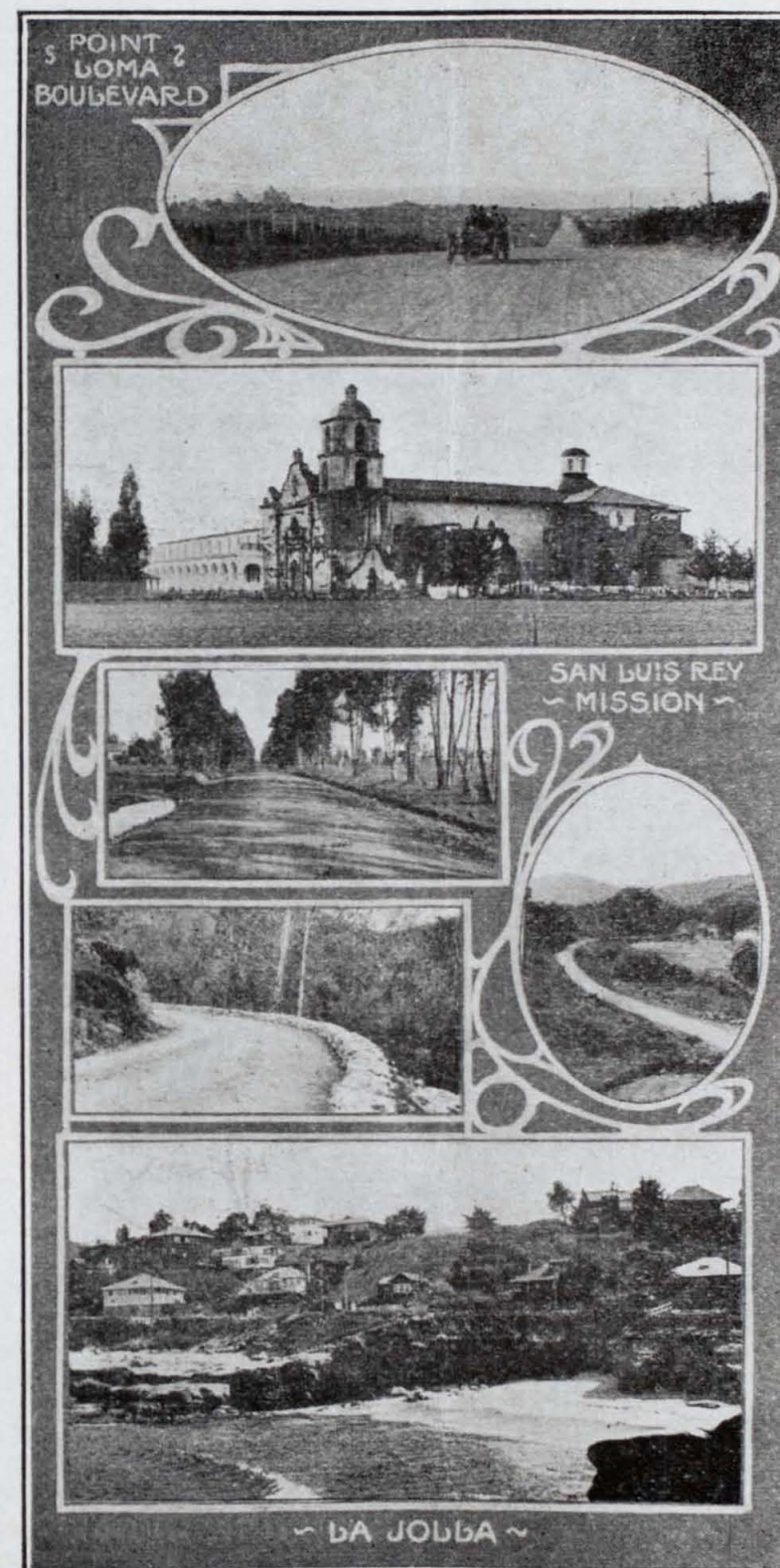
FRENCH—Louis Roman, acting
 consular agent, 2216 B.

MEXICAN—Teodoro Frezieres, con-
 sul, 568 Watts Building.

NETHERLANDS—H. H. Sinnige,
 vice-consul, 105 Hawthorne.

NORWEGIAN—John Engebretzen,
 vice-consul, 433 McNeece Building.

SWEDISH—Nils Malmberg, vice-
 consul, 2535 C Street.



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